



MINUTES

SPECIAL CALLED MEETING TOURISM ADVISORY BOARD TUESDAY, APRIL 1, 2014 AT 6:30 PM

*City Council Chambers, Building Four,
450 Cypress Creek Road, Cedar Park, Texas 78613*

BOARD MEMBERS

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|---|---|
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:30 PM with all six members present.
- 2) **Board Members Opening Comments** *Chair Kirkland introduced and welcomed two new members of the Tourism Advisory Board, Lisa Star Place 3 and Troy Storm, Place 6.*
- 3) **Citizen Communications** *None*
- 4) **Approval Of Minutes Of The Tourism Board Meetings**
 - a) February 25, 2014 Regular Called Meeting.
MOTION: Board Member McLaughlin made a motion to approve the minutes of the February 25, 2014 regular called Tourism Advisory Board meeting as presented. Vice Chair Olguin seconded the motion. The Motion passed unanimously 6-0, with Board Member Star being absent.
- 5) **Consider Financial Report – (None)**
- 6) **Presentation – (None)**
- 7) **Discussion and Possible Action**
 - a) Consider A Request From The Austin Steam Train Association (ASTA) To Allocate Funds In The Amount Of \$10,000 For Museum Expenses. *Secretary Schoen was recused from discussion and vote on agenda item 7a. Duane Smith, Tourism and Community Development Manager reminded the Board that Holly Doggett, Director of the Austin Steam Train Association, has previously presented an annual impact report. ASTA is requesting that previously requested funds in the amount of \$10,000 be reallocated for qualified museum expenses. Doggett advised that the new office will have 500 square feet of designated museum space. ASTA is also working with the Williamson County Museum to have rotating displays. ASTA also plans to partner with groups to host local meetings.*

MOTION: Board Member McLaughlin made a motion to approve a request from ASTA to allocate funds in the amount of \$10,000 for museum expenses. Board Member Brooks seconded the motion. The Motion passed unanimously 6-0.

b) Consider A Request From The Cedar Park Chamber To Authorize Funds In The Amount Of \$5,000 For Eligible Expenses Related To Cedar Fest. *Duane Smith, Tourism and Community Development Manager noted that Cedar Fest is endorsed by the Kansas City Barbeque Society. Tony Moline, President of the Cedar Park Chamber of Commerce provided information regarding Cedar Fest. This year Cedar Fest will be held in conjunction with Heritage Festival, twenty community partners will be helping sponsor the event. Approximately fifty barbeque teams will be attending, forty-six being from Texas, eighteen of those are from outside the central Texas area, two from out-of state. (New Jersey and Oklahoma) Forty individuals have signed up as judges. Of those, ten are from out of state and nineteen are from Texas but outside the central Texas area. Board Members stressed the importance of collecting data from hoteliers in order to determine the local impact. Moline estimated that approximately fifteen hotel rooms may already be booked for approximately thirty room nights.*

MOTION: Vice Chair Olguin made a motion to approve a request from The Cedar Park Chamber of Commerce to authorize funds in the amount of \$5,000 for eligible expenses related to Cedar Fest. Secretary Schoen seconded the motion. The Motion passed unanimously 7-0.

c) Consider A Request From Cheer America To Allocate Funds From The 2014-2015 For Eligible Expenses Related To The Capitol Cup Championships At the Cedar Park Center In November, 2014. *Board Member McLaughlin was recused from discussion and vote on agenda item 7c. Duane Smith, Tourism and Community Development Manager noted that the Cheer America event takes place next calendar year, which means it cannot be paid for with this year's budget. The request is coming to The Board now so that Cheer America can move forward with a contract with the Cedar Park Center. The project funds will come out of the 2014-2015 budget. Lad LeBuss, CEO of Cheer America told The Board they want to grow this event as they have grown others into multi-day events. They are excited to move the event into the Cedar Park Center where they are more likely to have repeat participants. LeBuss estimates that 20% of their clients are staying in hotels. Cheer America has a host hotel as well as room blocking at multiple at hotels for participants.*

MOTION: Secretary Schoen made a motion to approve a request from Cheer America to allocate funds from the 2014-2015 budget for eligible expenses related to the Capitol Cup Championships at the Cedar Park Center. Board Member Star seconded the motion. The Motion passed unanimously 6-0.

8) Staff Reports - Discussion Only (None)

9) Consider Excused Absences From Tourism Advisory Board Meeting

a) Excuse The Absence Of Wayne Brooks From The Tourism Board Meeting Of February 25, 2014.

MOTION: Board Member Storm made a motion to excuse the absence of Board Member Brooks from the Tourism Board Meeting of February 25, 2014. Secretary Schoen seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent.

10) Staff Closing Comments *Duane Smith, Tourism and Community Development Manager noted that the application for project requests, guidelines and schedule was posted today on The City website.*

- 11) **Board Members Closing Comments** Vice Chair Olguin asked Katie Krampitz, Tourism Services Manager about the upcoming Historical Preservation subcommittee and potential project. Krampitz advised that the subcommittee would move forward once The Board voted on subcommittee positions next meeting, April 22, 2014. She also noted that the potential subcommittee project would require funding from the 2014-2015 budget year. The subcommittee will be meeting sometime in the month of May.
- 12) **Request For Future Agenda Items** Chair Kirkland requested that subcommittee positions be reevaluated and voted on at next month's meeting, April 22, 2014.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, April 22, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.


- 13) **Adjournment.** Chairman Kirkland adjourned the meeting at 7:20pm.

PASSED AND APPROVED THIS 22nd DAY OF APRIL 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary